

WHAT IS CLAIMED IS:

1. A multi-purpose card, comprising:  
a base layer defining a wallet-size card;  
a first integrated chip associated with the base layer; and  
at least one of a magnetic strip, a bar code, detachable coupons  
or a second integrated circuit chip which is associated with the base layer;  
whereby the multi-purpose card may be used for different  
transactions or purposes.
2. The multi-purpose card of claim 1, wherein the base layer is  
comprised of plastic or paper.
3. The multi-purpose card of claim 1, wherein the first integrated  
circuit chip is at least partially embedded into the base layer.
4. The multi-purpose card of claim 1, wherein the first integrated  
circuit chip is adhered onto a surface of the base layer.
5. The multi-purpose card of claim 1, wherein the first and second  
integrated circuit chips are on the same surface of the base layer.
6. The multi-purpose card of claim 5, wherein the first and second  
integrated circuit chips are aligned with one another.
7. The multi-purpose card of claim 5, wherein the first and second  
integrated circuit chips are mis-aligned with one another.
8. The multi-purpose card of claim 1, wherein the first and second  
integrated circuit chips are on opposite surfaces of the base layer.

9. The multi-purpose card of claim 1, including a laminate layer including a hologram, overlying and attached to the base layer.

10. The multi-purpose of card of claim 1, including a picture associated with the card.

11. The multi-purpose of card of claim 1, including a defined area of the card having information printed thereon and covered with a scratch-off foil treatment.

12. A promotional mailer, comprising:  
a base layer having a peripheral edge and first and second surfaces;  
a plastic film laminated to the first side of the base layer;  
a top layer adhered to the first side of the base layer;  
a multi-purpose card defined by score lines intermittently cut through the top layer, base layer and plastic film such so as to securely maintain the multi-purpose card in place until forcibly removed, the multi-purpose card having at least one edge defined by the peripheral edge of the base layer;  
a first integrated circuit chip associated with the multi-purpose card; and  
at least one of a magnetic strip, a bar code, detachable coupons, picture, or a second integrated circuit chip which is associated with the multi-purpose card;  
whereby the multi-purpose card may be detached from the promotional mailer and used for different transactions or purposes.

13. The promotional mailer of claim 12, wherein the first integrated circuit chip is at least partially embedded into the multi-purpose card.

14. The promotional mailer of claim 12, wherein the first integrated circuit chip is adhered onto a surface of the multi-purpose card.

15. The multi-purpose card of claim 12, wherein the first and second integrated circuit chips are on the same surface of the multi-purpose card.

16. The multi-purpose card of claim 15, wherein the first and second integrated circuit chips are aligned with one another.

17. The multi-purpose card of claim 15, wherein the first and second integrated circuit chips are mis-aligned with one another.

18. The multi-purpose card of claim 15, wherein the first and second integrated circuit chips are on opposite surfaces of the multi-purpose card.

19. The multi-purpose card of claim 12, including a laminate layer including a hologram, overlying and attached to the multi-purpose card.

20. The multi-purpose of card of claim 12, including a defined area of the multi-purpose card having information printed thereon and covered with a scratch-off foil treatment.